

ELVIS: '68 COMEBACK SPECIAL **Deluxe Edition DVD**

Elvis Presley rocked the world in the 1950's, a leader among performers who brought about a revolution in music and pop culture. Through most of the 1960's he concentrated mainly on his movie career, which had been very successful, but, by the end of the decade, was in a downturn and had become a grind, seldom giving him opportunities to prove himself as a serious actor. By 1968, it had been more than seven years since Elvis had appeared on stage in front of a live audience.

In his first television special Elvis plays his greatest role – simply being himself, the real Elvis as performer and person. Usually referred to as *The '68 Special* or *The '68 Comeback Special*, the actual name of this landmark television program was *Elvis*. Taped in June 1968, it first aired the following December 3rd on NBC-TV, attracting 42% of the television viewing audience, the network's biggest ratings victory that year and the season's top-rated show. It stands as one of the great moments in rock music history and as a stunningly brilliant milestone in Elvis Presley's career. After this triumph Elvis poured renewed creative vigor into his recording work, wrapped up his movie contract obligations and returned full-time to the concert stage, beginning a new and exciting era of the Elvis phenomenon.

The voice. The energy. The moves. The look. The charm. The attitude. The humor. The rawness and realness. To so many people, this show has represented Elvis Presley at his very best. But, until now, few people knew just how astounding the material from those days of taping at NBC's Burbank, California studio really is or that there is so much of it beyond the relatively small taste the world had experienced so far. Brace yourself.

Elvis Presley Enterprises, Inc., through its distribution partner BMG, is proud to present *ELVIS: '68 COMEBACK SPECIAL – Deluxe Edition DVD*. Here we bring you a comprehensive presentation of the footage of this historic event, all with meticulously re-mastered sound and picture, more than half of its seven hours of content previously unreleased. This DVD set is comprised of:

- Available for the first time, the original *Elvis* television special as it first aired on NBC on December 3, 1968, but with one change: the restoration of the bordello segment that was deleted from the show's main production number at the request of the broadcast's primary sponsor. (This restoration was also made in the previous home video and DVD releases of the show, but those releases varied from the original broadcast version in other ways as well.)

And all the material shot from which the components of the TV special were assembled:

- Available in their absolute entirety for the first time, both of the *black leather sit-down shows* – Elvis, clad in black leather, performing jam sessions with original band-mates Scotty Moore and D.J. Fontana, and friends.

- Available in their absolute entirety for the first time, both of the *black leather stand-up shows* – Elvis, clad in black leather, performing solo on stage.
- Available for the first time, all the material shot for the *Trouble/Guitar Man* opening of the special – used and unused takes – everything in its complete, raw form.
- Available for the first time, all the material shot for the gospel production number – used and unused takes – everything in its complete, raw form.
- Available for the first time, all the material shot for the big *Guitar Man* production number – used and unused takes – everything in its complete, raw form.
- Available for the first time, all three takes and the false start shot for the *If I Can Dream* show closer – all in complete, raw form. (The final take was the one chosen for the television special.)
- Available for the first time, the shots of Elvis from the closing credits roll of the television special – but without the credits roll.
- Available for the first time, the complete taping session for Elvis’s on-camera “huh-huh-huh” promotional tag for the television special.
- The exciting new *If I Can Dream* music video created for this DVD set and its promotion. It is assembled from the traditional white-suit *If I Can Dream* show closer and Elvis’s never-before-released performances of the song at the end of his two black leather stand-up shows.

At long last, with this comprehensive DVD set, one of Elvis fandom’s most fervent dreams comes true.